



AMERICAN
18 FORK 53

AMERICAN FORK / **BRAND GUIDELINES**



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Style Guide

BRAND

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BRAND

BRAND PERSONALITY

American Fork is a place of balance. Situated between two of Utah's largest metropolitan areas, the city finds itself, quite literally, in the middle of everything. As a central hub along the Wasatch Front, the city's convenient location allows for easy access to almost everything. With a famous lake on one side and a world-class mountain range on the other, the city is also a center of recreation and a place of great natural beauty. With an impressive offering of recreational destinations, restaurants, and other businesses, American Fork is a destination for people living in surrounding cities.

The city's sense of equilibrium goes beyond geography. American Fork has achieved an impressive balance between the past and the future that makes it unique among cities. While other cities advance rapidly toward unencumbered modernization, American Fork balances its progress with a healthy respect for its roots and a strong connection to its past. While honoring its heritage, however, the city has also advanced into the modern era with impressive economic development and the addition of cutting edge infrastructure in the areas of transit and information technology. In American Fork, the past and future come together to create a perfect place to live and work in the present.

American Fork seems to gravitate naturally toward a happy medium—it's not overly urban or overly rural; it's not too big or too small. That temperance helps define the personality of the city and its residents. In many ways, the city is a classic American town with classic American values—its residents are family-oriented, patriotic, humble, and hard working. They are authentic, honest, and sincere, while avoiding pretentiousness.

The HUB of UTAH COUNTY



BRAND PROMISES

- 1. **A Sense of Home**—For most people who put down roots, American Fork quickly feels like home. As a result, people tend to stay in American Fork, even across generations. Its proximity to amenities—including parks, a library, and a recreational program—make American Fork a great place to raise a young family, but it’s also perfect for families of all ages and stages of life.
- 2. **Quality of Life**—As a bigger city with a small town feel, American Fork offers an exceptional quality of life. The city is very safe, economically sound, and offers endless recreational opportunities. With a close connection to nature and the availability of recreational activities, it’s easy to live an active, healthy, and peaceful life. With something for everyone, the city enables residents to do the things they love.
- 3. **Top-Tier Public Services**—The city government supports and improves quality of life by supplying impressive public amenities and top-tier public services. Police and fire departments are valued members of the community and perform at a high level to keep the city safe and secure. Public parks, libraries, and other features enrich the lives of residents.



KEY DIFFERENTIATORS

- 1. **Great Value**—In keeping with the city’s theme of balance, American Fork offers a great place to live, with wonderful homes and unmatched amenities and services, while also offering affordability and a reasonable cost of living. While home sizes and prices have rapidly increased in surrounding cities, American Fork continues to offer an exceptional, but attainable lifestyle.
- 2. **Location**—For obvious reasons, the city’s convenient, centralized location cannot be replicated by other cities. American Fork boasts a proximity to natural features—including Timpanogos Cave, American Fork Canyon, American Fork River, and Utah Lake—that cannot be replicated by other municipalities.
- 3. **Opportunity**—True to its strong sense of patriotism, American Fork views itself as a land of opportunity. From employment and housing to recreation and entertainment, everyone can find something in American Fork. American Fork gives residents the freedom to do what they want. The city’s centralized location, proximity to everything, and its impressive list of amenities make it a place of great opportunity.



BRAND PERCEPTION ATTRIBUTES

The brand should communicate and convey the following perception categories:

1. *Traditional*

Strong
Durable
Classic
Powerful
Classy
Trustworthy
Enduring
Mature
2. *Serene*

Calm
Peaceful
Cool
Constant
Faithful
True
Dependable

PRIMARY BRAND AUDIENCES

The components, definitions and objectives of the brand identity should align with the following key audiences:

1. *City Residents*

—Those who call American Fork home are firmly planted in “Middle America.” While most residents have not prioritized the accumulation of massive wealth, they are financially secure and, for the most part, fiscally conservative. Most own their homes and feel closely connected to the community. Generally speaking, they are honest, hard working, highly educated, kind, faithful, patriotic and have a sense of civic duty. They share a common concern for the community and a sincere sense of volunteerism and service.
2. *Business Owners and Developers*

—American Fork attracts businesses, developers, and other economic interests with its central location, elevated lifestyle, educated population, and impressive infrastructure, including its fiber connectivity and transportation options. Those businesses offer higher incomes and are looking for value, not just tax breaks. They recognize the benefits of establishing a presence in a community that offers options for living, working, and playing.

BRAND

BRAND VOICE

The American Fork voice is a critical component of the brand. The city’s verbal communications should be carefully prepared and consistently executed. Thoughtful use of language will reinforce the brand’s primary characteristics and unique personality. The city should adhere to the following tone and guidelines in all communications.

OVERARCHING TONE

Proper, Positive, and Personal

As a city, American Fork should remain proper and professional in its communications, while avoiding language that is overly casual. At the same time, American Fork should be personal in its approach to language to reflect the warm, welcoming nature of the city, and should never be too serious or stuffy. Finally, American Fork should make every effort to convey a sense of confidence in its future by incorporating language that communicates positivity and an upbeat vibe.

PRIMARY MESSAGE

“The Hub of Utah County”

A fork in the road is a place of options and represents a sense of excitement and adventure. People love knowing that they can choose their own path. True to its name, American Fork represents a place of immense possibility, of freedom, and of unmatched convenience. As a central hub along the Wasatch Front, American Fork is convenient to Utah’s two largest metropolitan areas and serves as an important center for economic, residential, and recreational activity.

This concept of centrality extends beyond geography. Metaphorically speaking, American Fork is a place where people have the freedom to pursue their passions and options to live the American dream. As a bigger city with a small-town feel, American Fork seems to gravitate naturally toward a happy medium in all things—it’s not overly urban or overly rural; it’s not too big or too small. That temperance helps define the personality of the city and its residents.

COMMONLY USED PHRASES

“The Hub of Utah County.”

“In American Fork, it’s easy to find your center.”

“American Fork is at the center of everything.”

“In the middle of everything.”

“The middle of everywhere.”

“Find your balance.”

“A place of balance.”

SPECIFIC GUIDELINES

American Fork should utilize language that communicates its welcoming nature, where people love to live and work. In most communications with residents, the city should speak from the perspective of a prominent community member and not from the perspective of a governmental organization. Whenever possible, American Fork should refer to itself in the first-person plural tense in order to sound authentic, welcoming, and personable. It should also address residents directly and personally. Of course, more formal communications may strike a more official tone, and discussion on certain topics will require the use of certain terms.

| <i>Use These Words/Phrases</i> | <i>Avoid These Words/Phrases</i> |
|--------------------------------|--|
| We/Our/Us | The city government, the city |
| “We hope you’ll enjoy...” | “The city hopes that residents will appreciate...” |
| Neighbors, friends, residents | Constituents, citizens, population, taxpayers |

WHAT DO WE CALL OURSELVES?

The power of place and community is that they can help shape a person’s identity and add to their sense of belonging. This can best be accomplished by adopting a shared vocabulary and a shared set of rules for what residents call themselves and for what they call their city.

THE CITY NAME

In most communications, the city can simply be called “American Fork.” In more formal communications or when more detail may be useful, it can be referred to as “American Fork City” which is preferred over “The City of American Fork.”

THE “AF” ACRONYM

The Acronym “AF” is a valued part of the city’s history and tradition. It signals belonging and shared knowledge. The city should accept and encourage its continued use among residents. However, due to current linguistic trends, the acronym is likely to be misunderstood by those not familiar with the city. The acronym is also limiting from a branding perspective as its use reduces the number of times our audience comes into contact with the city’s full name. As such, it should generally be avoided in official, external communications. The “AF” acronym should never be used after the name of an event or title.

| | |
|-----------------|---|
| <i>Examples</i> | YES: American Fork Steel Days |
| | YES: Steel Days in American Fork |
| | YES: AF Steel Days |
| | NO: Steel Days AF |

ACCEPTABLE DEMONYMS

A demonym is a word used to identify a person or people that live in a specific place. With no natural demonym available, American Fork should generally use simple descriptors like “resident” to describe those that live within the city. Demonyms derived from the word “fork” and from the acronym “AF” should all be avoided.

Visual Identity

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PRIMARY LOGO

The American Fork logo is the central element of the American Fork brand. The primary version of the logo is a vertically stacked composition comprised of a distinctive mark representing the Hub of Utah County, paired with a custom-drawn logotype that embodies the strength, legacy, and uniqueness of American Fork.

Strict adherence must be paid in maintaining uniform design characteristics that will allow for maximum brand recognition. Always use authorized artwork. Precise, consistent reproduction of the logo is essential in reflecting the personality of the brand. Careful use of the logo will reinforce its importance and will help it to become a recognizable image. An easily identifiable logo will build recognition for the city.

The vertical lockup (shown below) is the primary version of the logo. When possible, this version should always be used. In certain cases when vertical space is limited and horizontal space is more plentiful, a horizontal lockup is available.



HORIZONTAL LOGO

The horizontal lockup uses the same icon from the full logo signature, but here it is paired with a modified wordmark and rearranged to conserve vertical space. Because this lockup places a slightly greater emphasis on the words “American Fork,” it should only be used when necessary. Always use your best judgement when determining which lockup is best.



LOGOTYPE

In addition to the full logo signature, the custom logotype may be used as its own identifying graphic for American Fork. Because the logotype lacks the mark, it is much shorter than the full logo signature. Its use is more appropriate and economical when space is severely lacking. If at all possible, use the full logo signature. Always use your best judgement when determining which lockup is best.



MARK

One of the main identifying elements of the American Fork brand is the mark or symbol. It is usually paired with the custom logotype, but it can be used on its own as an abbreviated icon to represent the city. The isolated mark is especially useful for instances where the logotype would become illegible due to size restrictions, or certain formats where a concise, contained image is necessary, such as a social media avatar or website favicon.

The mark is comprised of key visuals that celebrate the unique features of the city, its history, and its location. Radiating from the center of the circle are the spokes of a wagon wheel that converge at a central point. This pays tribute to American Fork’s pioneer legacy while also emphasizing American Fork’s central location as the “Hub of Utah County.” The spokes also double as light rays that emanate from a central sun. Mountains rise from the base of the circle, representing the peaks of the Wasatch Mountain Range, as well as American Fork Canyon and other natural features of the surrounding environment.



CLEAR SPACE

The primary logo presentation is enhanced by maintaining a clear area, void of all elements surrounding the logo. Keep in mind, this is a minimum clear area. Ideally, there will always be a very generous amount of clear space around the logo. Doing so increases the legibility of the logo and the integrity of the identity as a whole. This area is defined by the width of the “O” in “Fork.”



LOGO USAGE

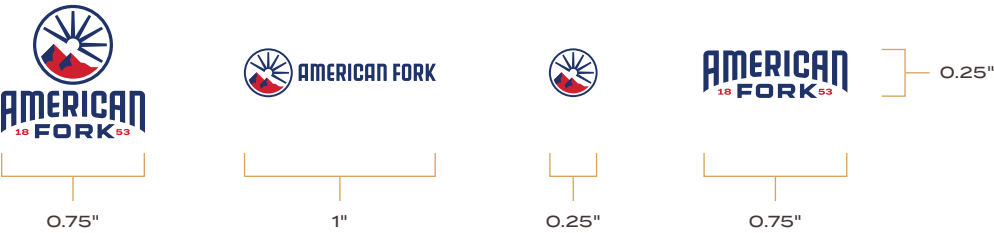
APPROPRIATE SIZING

When using the full logo signature, be conscious of its size. The letterforms and other small details will lose legibility at small sizes. When the logo width has to be 0.5" or smaller, consider using the mark alone in place of the logo. Beyond that size, 0.25" wide is the absolute minimum size for the mark.



MINIMUM SIZES

Follow these basic sizing guidelines when using all of the various logo versions. The safest minimum size for the vertical lockup or the custom logotype is 0.75" wide. When printed at smaller sizes, the "1853" established date within the logotype may be rendered unreadable. The horizontal version can be displayed at 1" wide. The mark alone may be displayed at sizes down to 0.25" wide. Both the horizontal logo and the custom logotype should not be used at sizes where the height is less than 0.5".

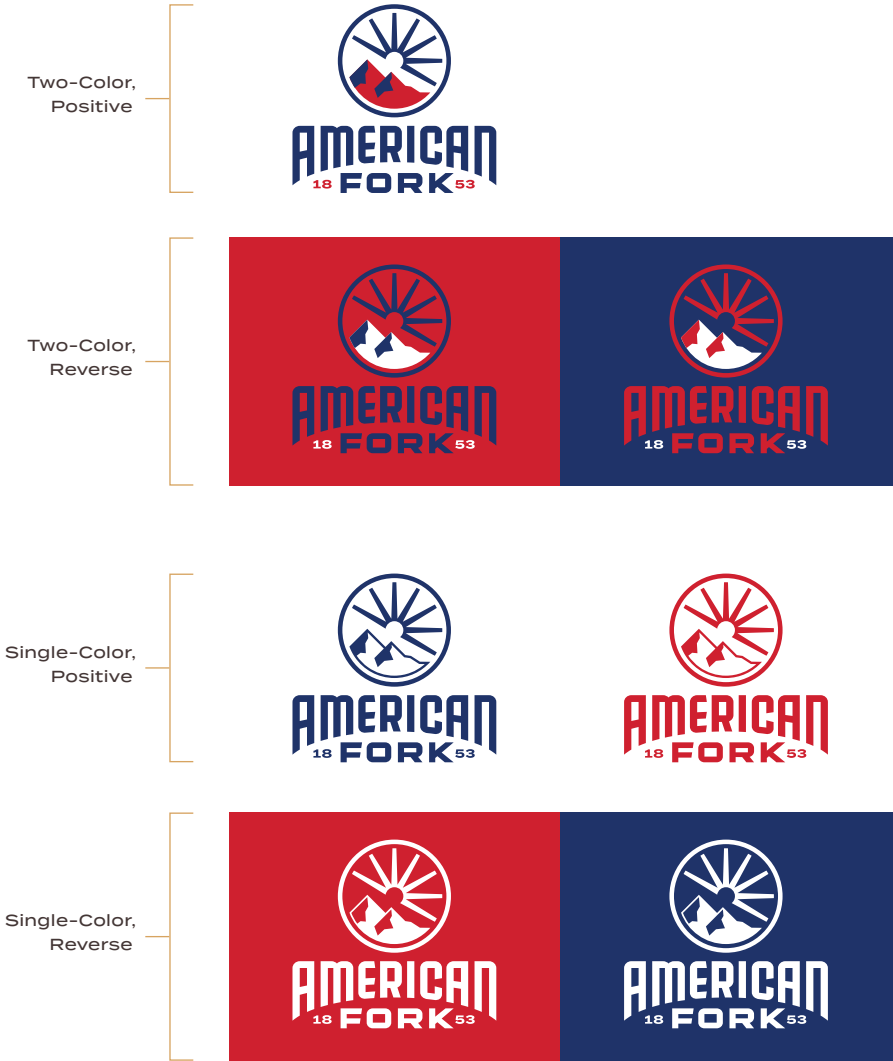


LOGO USAGE

COLOR VERSIONS

The primary American Fork logo is two colors: blue and red. However, in certain instances it may be necessary or desirable (for added visual variety) to use an alternative color application or single-color version, especially when placing the logo on a solid field of color. Take special care to choose the appropriate logo for a particular background. Shown below are the acceptable color variations.

NOTE: The mountain’s shadows should *always* be darker than the face of the mountain.

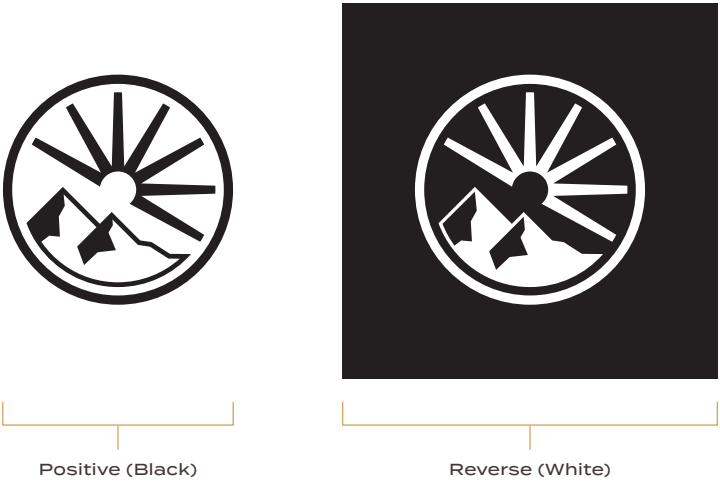


LOGO USAGE

BLACK & WHITE VERSIONS

When full-color printing is not an option or is not necessary, black and white versions of the logos are available.

NOTE: The mountain’s shadows should *always* be darker than the face of the mountain.



LOGO USAGE

IMPROPER EXAMPLES

American Fork relies on a consistent use of its logos to present a strong and recognizable image to its audience. Preserving this identity requires strict adherence to the guidelines specified in this manual. Changing the properties of the logo is prohibited. Always use the artwork provided by American Fork or approved vendors.

Do not reproduce the logo with any method (such as embroidery at small sizes) that cannot accurately uphold the integrity of the logo’s letterforms or design elements.

The following examples show industry-standard rules for preserving logo integrity. They are shown here on the full logo signature, but the same rules apply to the horizontal lockup, the logotype, and the mark alone.

NOTE: *Never* add extraneous or distracting effects to the logo (drop shadows, glows, etc.)



1. Do not flip the logo or elements of the logo

2. Do not rotate the logo

3. Do not lighten or screen the logo

4. Do not distort the logo or elements of the logo

5. Do not independently scale elements of the logo
6. Do not modify the colors of the logo

7. Do not place the logo over busy imagery

8. Do not outline solid elements of the logo

9. Do not scale the logo beyond minimum sizes

LOGO USAGE

DEPARTMENTAL LOGOS

The American Fork logo has been adapted to allow for the creation of sub-brands for each of the city’s departments. The rules on the previous pages (clear space, minimum sizing, improper usage, etc.) should be applied to these iterations in the same way.

These departmental logos closely resemble the primary logo lockup, but adjustments have been made to the custom logotype to accommodate the inclusion of each department name below the lockup. The facing page shows further examples of departmental logos, including their horizontal lockups.

This guide does not show all of the American Fork departmental logos. Separate logo files have been provided for each of the current departments, as well as a template to aid in the creation of additional logos in the future.

NOTE: These logos should only be used when unique identification is required to distinguish a certain department. For most marketing applications and public-facing communications, the primary American Fork logo should be used.



COLOR PALETTE

SPECIFICATIONS

The American Fork color palette was created to convey a visual uniformity throughout all communication materials. Consistent color usage across all media is integral to the brand identity. Shown here are the color formulas for reproducing the approved American Fork colors in several print and digital formats. No other color specifications should be used.

PATRIOT RED

Pantone 186 C
C 13 M 100 Y 91 K 3

#CE202F
R 206 G 32 B 47

ACCENT

Pantone 187 C
C 23 M 100 Y 88 K 15

#AA182C
R 170 G 24 B 44

PIONEER BLUE

Pantone 294 C
C 100 M 90 Y 29 K 19

#213469
R 33 G 52 B 105

ACCENT

Pantone 2766 C
C 100 M 96 Y 36 K 38

#1C1F4E
R 28 G 31 B 78

ANTIQUE BRASS

Pantone 7509 C
C 16 M 36 Y 71 K 3

#D7A562
R 215 G 165 B 98

DARK LEATHER

Pantone 439 C
C 60 M 66 Y 62 K 54

#443636
R 68 G 54 B 54

WARM LINEN

Pantone Warm Gray 1 C 20%
C 1 M 2 Y 2 K 0

#FAF7F5
R 250 G 247 B 245

ACCENT

Pantone Warm Gray 1 C
C 15 M 14 Y 17 K 0

#D7D1CB
R 215 G 209 B 203

TYPEFACES & HIERARCHY

In addition to the correct usage of logos and colors, consistent typography is also an important element that maintains a clear sense of the American Fork brand. The specific typefaces that American Fork uses are *Termina* by Fort Foundry and *Freight Text Pro* by GarageFonts. Both are available on Adobe Fonts (TypeKit) as desktop fonts and web fonts. They are also available for purchase at MyFonts.com. The same rules and hierarchy outlined here for print should also be implemented for digital applications. Sizing for web should follow appropriate online interface rules.

Termina Bold
Title Case
No Tracking, Kern If Needed

Termina Bold
All Caps
100 Tracking

Termina Bold
All Caps
100 Tracking

Freight Text Pro: Book, Book Italic, Bold, Bold Italic
Sentence Case
No Tracking

Termina Medium
Sentence Case
25 Tracking

Large Headlines

SMALL HEADLINES

SUBHEADS

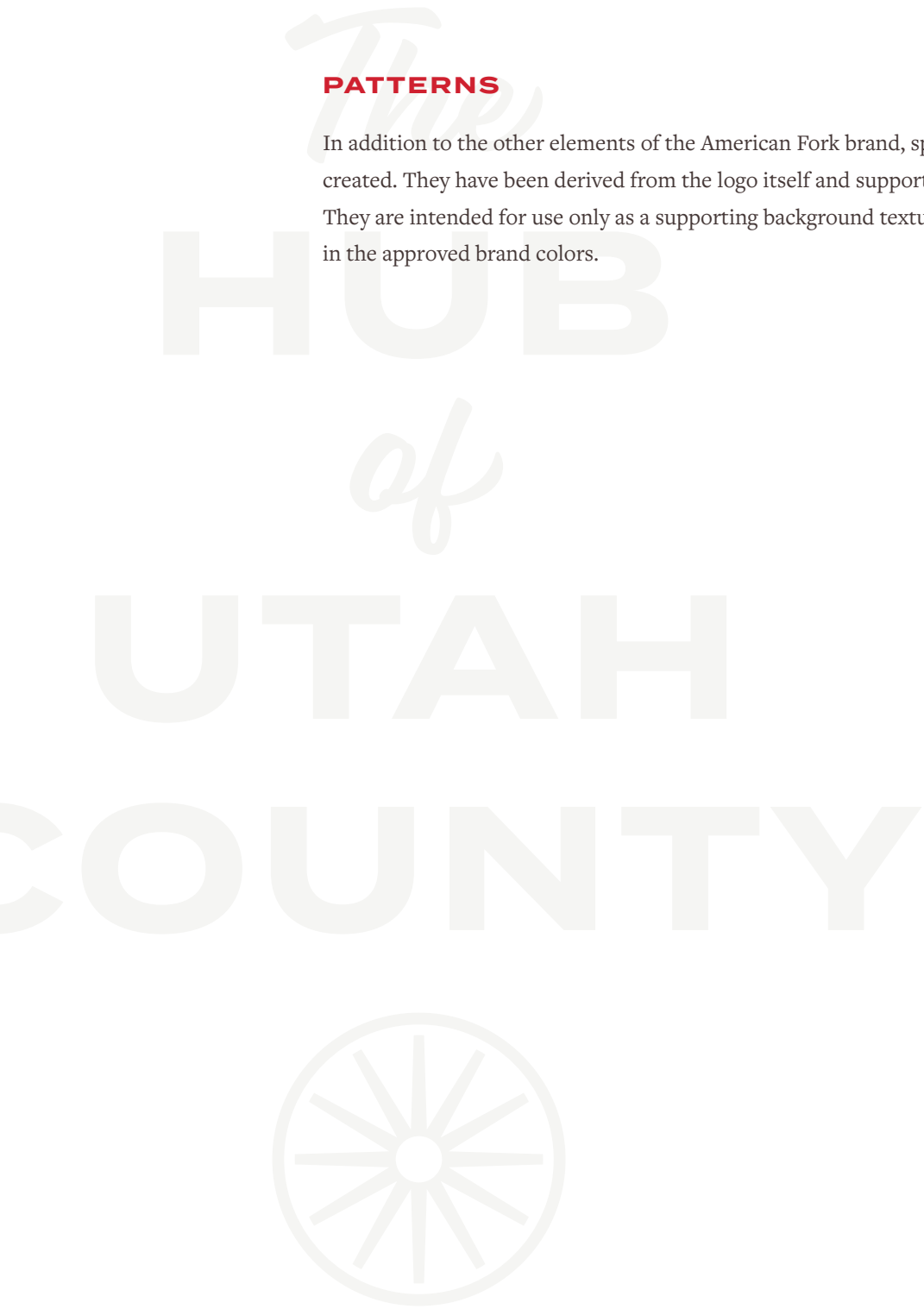
Body copy. Main body text should be typeset according to the circumstances under which it will ultimately be read. The copy you are currently reading is set at *10 pt. with 16 pt. leading*. In general, tracking should **not** be applied to body copy. Digital applications should adjust the size and spacing of body copy to accommodate smaller screen sizes.

Small callouts

GRAPHIC ELEMENTS

PATTERNS

In addition to the other elements of the American Fork brand, specific patterns have been created. They have been derived from the logo itself and supporting graphic elements. They are intended for use only as a supporting background texture and are available for use in the approved brand colors.



GRAPHIC ELEMENTS

ADDITIONAL BRAND ASSETS

To allow for a more expressive brand landscape, custom supporting graphic elements have been created. These typographic lockups should only be used in support of the main brand and should never be used in place of the primary logo lockup. Examples of their intended use can be found throughout this guide.

NOTE: The parts and pieces of these lockups should never be used in any form other than the way they are presented here, especially the wagon wheel mark. Doing so would create visual confusion with the primary mark and dilute the brand.

Established
1853
— ★ —



The
HUB
of
UTAH
COUNTY

A white wagon wheel mark, consisting of a circle with multiple spokes radiating from a central hub, positioned below the text.

Brand Examples

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APPLICATIONS

APPAREL



FLAG





June 18, 2020

To Whom It May Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In turpis dolor, sagittis in arcu quis, consectetur tincidunt lacus. Proin dui diam, iaculis vel euismod vitae, consectetur in sem. Integer eu tristique sapien. Suspendisse ornare viverra felis. Vivamus at lobortis nisi, at bibendum odio. Fusce volutpat mi vitae nulla iaculis, nec tincidunt massa rutrum. Mauris finibus lorem sit amet pharetra egestas. Vivamus posuere, odio at tempor interdum, ipsum ex condimentum purus, vel pellentesque enim est id sapien. Aenean id tellus sed velit ultricies suscipit. Nullam gravida egestas lorem ac pulvinar. Nullam rhoncus sem tristique est facilisis condimentum. Mauris sed tempor quam, id accumsan ligula. Ut suscipit velit vel quam mattis, vitae tempor ipsum rhoncus. Cras ullamcorper semper lectus, sagittis porttitor lorem.

Fusce iaculis scelerisque sapien sit amet commodo. Nulla quis neque quis felis efficitur volutpat maximus quis risus. Sed scelerisque purus et erat semper condimentum. Ut sit amet auctor lacus. Aliquam et pulvinar sapien. Nunc aliquam aliquam felis nec lobortis. Quisque bibendum porttitor nisi, ac egestas nulla dictum malesuada. Maecenas quis libero eu orci laoreet posuere. Morbi mattis a risus non semper. Nullam vel augue ac lorem pellentesque posuere et ac dui. Nullam scelerisque non nulla sit amet volutpat. Aliquam et imperdiet lacus. Donec eu ligula imperdiet, scelerisque erat sed, vehicula turpis. Donec dignissim cursus mauris, sit amet auctor ante porta suscipit. Suspendisse dapibus lacus posuere sodales vulputate. Curabitur sed vulputate arcu.

Sincerely,

John Smith




Jonathan Smith, P.E.
Public Works Director

EMAIL: jonathansmith@americanfork.gov
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**AMERICAN FORK**

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51 E Main St
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APPLICATIONS

SIGNAGE





AMERICAN 18 FORK 53

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JUNE 2020

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